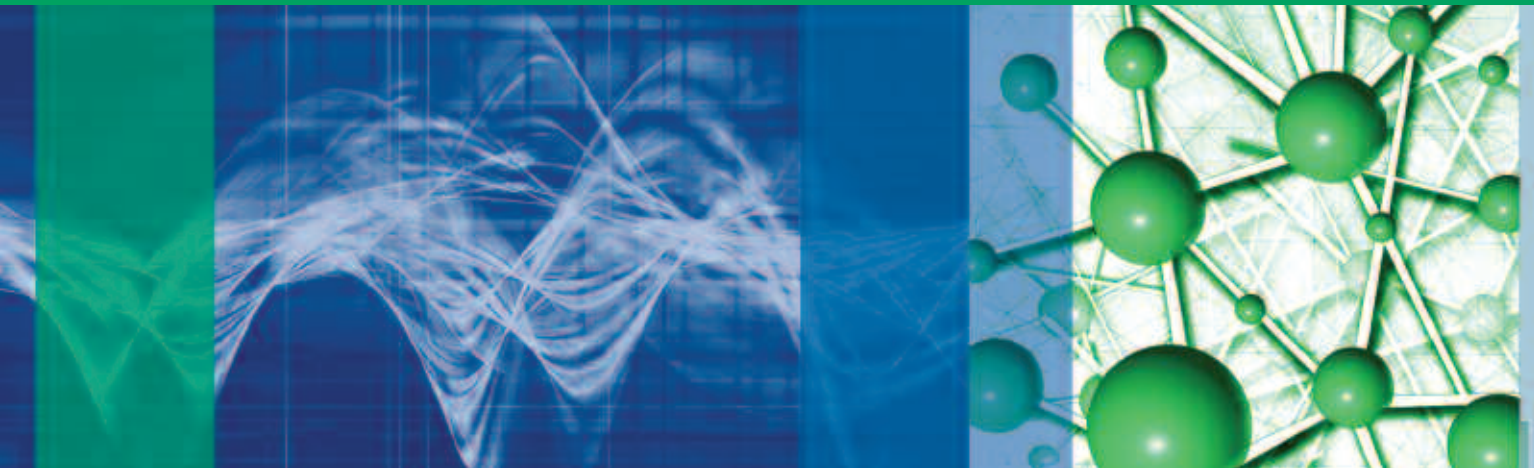


Gartner

Enterprise Architecture Summit 2007

26 – 27 SEPTEMBER 2007, LONDON HILTON METROPOLE
europe.gartner.com/ea



ARCHITECTING THE AGILE ORGANIZATION

SUMMIT CO-CHAIRS



Brian Burke
Gartner



Philip Allega
Gartner



**Richard
Buchanan**
Gartner



Andy Kyte
Gartner

GARTNER KEYNOTE SPEAKERS

Register before 27 July 2007 and save €300
off the standard delegate rate

Gartner
Enterprise Architecture
Summit 2007

26-27 September 2007
London Hilton Metropole



Gartner predicts that by 2012 40% of today's enterprise architecture programs will be stopped (0.8 probability)

INTRODUCTION FROM THE CONFERENCE CHAIRS



Enterprise architecture (EA) goes beyond technology alone. Tied to ever-changing business directions, enterprise architecture is a dynamic and agile process that helps define the future state required to meet that business direction. Practitioners in this discipline provide guidance to their organization as to how business and IT can work together to solve critical challenges.



Impacting the organization's ability to mobilize technology for business advantage is a task every enterprise architect wants to take on. But the daily pressures and demands of system delivery and operations often get in the way of creating and using an effective enterprise architecture. In addition, as the complexity and competitive importance of Information Technology continues to accelerate, organizations are increasingly initiating or escalating enterprise architecture programs to better cope with unprecedented rates of change. However, most EA initiatives fail to demonstrate sufficient value to the business, or even to various parts of IT, to sustain themselves over the long run. Innovation and the ability to manage and select appropriate technology trends in support of one's business drive architectural direction, guidance and governance.

Business context is the starting point for the 2007 Summit, which concentrates on the areas that are clearly of concern to enterprise architects. It will highlight exactly when to engage in key activities, and what specific tools are available in critical phases, thereby providing vital assistance in avoiding becoming part of the above statistic. We will report on key developments and trends that are important to the role of the enterprise architect, providing insight, analysis and guidance. Gartner's Enterprise Architecture Summit is a showcase of EA successes, with insights from practitioners in those leading organizations as well as best practices from Gartner's world-class enterprise architecture analyst team.

The Gartner Enterprise Architecture Summit provides you with the key tools to overcome any challenges to the success of your EA program – whichever stage you are at – with the right combination of visionary leadership, practical advice, case study examples and tested methods and frameworks.

We look forward to meeting you in person in September in London.

Brian Burke
Research VP, Gartner

Philip Allega
Research VP, Gartner



“Consistency between a company’s strategy and IT is a must in today’s world. EA is all about that. This conference should also be a must in everyone’s agenda. Not only to IT people, but also to those working around strategy in a company.”

Olga Botero De Duque, Managing Director,
C&S Customers and Strategy

BENEFITS OF ATTENDING – DEVELOP YOUR VITAL CHECKLIST

- **Acquire the most up-to-date,** independent Gartner research
- **Benchmark your current strategy** against the latest thinking and advice
- **Share your experiences** with your peers from across Europe
- **Hear visionary keynotes** from the industry’s top thinkers
- **Learn from EA pioneers** in a series of in-depth case studies
- **Evaluate** many of the key software and service providers in the EA market
- **Attack your toughest challenges** in complimentary One-on-One sessions with Gartner Analysts and Analyst/User Roundtables
- **Take away the complete event CD** for sharing the knowledge back at the office

WHO SHOULD ATTEND

The Gartner Enterprise Architecture Summit brings together senior strategists, enterprise architects, portfolio managers and senior level IT managers in their quest to strengthen and manage business and IT alignment.

- Architects and Architecture Leaders
- Strategy and Planning Heads
- CIOs and Senior IT Managers
- Software Development/Integration Executives
- Business and Systems Analysts
- Consultants



The Tracks that Matter

1

ADVANCED EA – Outlook on Emerging Trends

Driven by innovations in technology, methods, scope and tools, the practice of EA continues to advance. Demands for increased agility and flexibility have significantly impacted how organizations approach the challenge of EA, SOA, Web 2.0 and the integration of BPM. Those and what’s new in EA tools, are key topics of concern. This track will provide clear, concise and actionable advice to all enterprise architects, whether they are already immersed in these challenges or are about to find them on their radar.

2

PRACTICAL EA – Building the Nucleus

Leveraging established best practices enables architects to accelerate the delivery process, and avoid the EA complexity crisis. The challenge of producing core EA models, principles, requirements and roadmaps is addressed by providing methods and norms that will demystify EA development. This track focuses on practical delivery approaches that enable EA teams to demonstrate business value in a pragmatic fashion.

3

POSITIONING EA – Managing the Perimeter

Enterprise architecture can become disconnected from the day-to-day challenges of running and changing the business. The key to successfully overcoming this is to appropriately staff the EA team, define workable governance structures, and communicate EA value. These might seem peripheral to producing the EA, but are in fact critical to EA success. This track will provide practical guidance on how to effectively engage in these activities, which are an integral part of the organization’s planning and change process.

GET UP TO SPEED WITH A PRE-EVENT TUTORIAL

Tuesday 25 September

Whether you are new to enterprise architecture or are looking to get a refresher, this pre-conference tutorial provides you with the key tools to overcome any challenges to the success of your EA program.

- Gain substantial insights into key success factors and avoid common pitfalls – right from the beginning of your EA program.
- Get up to speed and gain maximum benefit from the Summit by kick-starting your understanding of EA.
- Position your EA program and communicate your strategy to enhance its value to the organization.

NOTE: Tutorials are priced separately (€495) and are available to Summit delegates only. Places are limited so register early to guarantee your attendance.

Meet the Gartner Community

For over 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding companies. No one sees the implications of technology so clearly, so consistently.

Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivalled.

The Gartner Enterprise Architecture Summit 2007 delivers a level of experience and expertise that you simply cannot get anywhere else.

Worldwide Expertise at Your Fingertips – Your Questions on Enterprise Architecture Answered!



Brian Burke
Research VP and Conference
Co-Chair

"Lately, enterprise architects have been over-steering, trying to apply too much control over the evolution of the EA. Smart architects are carefully selecting the right control points, allowing for some diversity and growth."

Focus Areas: Aligning IT Strategy With Business Strategy; Enterprise Architecture Best Practices; Business Function and Process; Communicating and Selling Enterprise Architecture; Enterprise IT Architecture Implementation; IT Industry Standards; Security in Enterprise Architecture; Enterprise Information Architecture.



Philip Allega
Research VP and Conference
Co-Chair

"Enterprise architecture is a strategic process. Strategy without action is worthless. Applying, measuring and governing EA is the 'must-do' to deliver the value of EA today."

Focus Areas: Aligning IT with Business Strategy; Application Portfolios; Architecture Governance; Business Technology Councils; Communicating and Selling Enterprise Architecture; Enterprise Architecture Methodology, Organization and Governance.



Richard Buchanan
Managing VP

Focus Areas: Aligning IT Strategy With Business Strategy; Enterprise Architecture Best Practices; Business Effectiveness Benefits; Business Function and Process; Business Intelligence (BI); Business Process Improvement / Innovation; Outsourcing the Process and People Market Trends; Enterprise Architecture Tools.



Nicholas Gall
VP Distinguished
Analyst

Focus Areas: Adaptive Infrastructure; Architecture Governance; Architecture Issues – Strategy and Policy; Architecture Styles; Business Architecture; Enterprise Architecture Frameworks; Enterprise Architecture Methodology, Organization and Governance; XML; IT Industry Standards.



Robert Handler
Research VP

Focus Areas: Application Portfolio Management (APM); Application Portfolios; Architecture Modeling Tools; Business Function and Process; Development of Applications Portfolio; Enterprise Architecture Frameworks; Enterprise Architecture Organization and Governance; Financial Efficiency Benefits; IT Portfolio Management; Portfolio Management.



Andy Kyte
VP & Gartner
Fellow

Focus Areas: Application Strategy & Governance; Contract Management; Procurement; Procurement Strategies and Systems; Sourcing and Procurement Issues and Trends; Vendor Management – Strategic IT Vendor Management; Supplier Scorecard



David Newman
Research VP

Focus Areas: Business Intelligence; Data Architectures; Enterprise Information Architecture; Information Asset Management; Information Overload; Service Oriented Architecture (SOA) – Data Integration; Metadata



Bruce Robertson
Research VP

Focus Areas: Architecture Governance; Architecture Issues and Policies; Architecture Overview – Enterprise Architecture Best Practices; Enterprise Architecture / IT Alignment; Technical Architecture; Service Oriented Architecture (SOA); Enterprise Architecture Frameworks



Tom Scholtz
Research VP

Focus Areas: Business Continuity / Disaster Recovery; IT Industry Standards – Security Standards; Information Security Architecture; Process-Oriented Security Systems; Security Architectures; Chief Information Security Officer (CISO) Issues

KEY TOPICS AT THE 2007 GARTNER ENTERPRISE ARCHITECTURE SUMMIT

- The New EA – What Does the Future Hold
- EA, BPM and SOA
- EA and Web 2.0
- Maximizing the Value of Information Assets
- Security Architecture Best Practices
- The Fundamentals of EA and How to Get It Right
- Bringing Technology Trends to the Boardroom
- Delivering EA Governance
- Developing Leaders in EA

Speakers



KEYNOTE SPEAKERS

Richard Buchanan
Managing VP,
Gartner



With 20 years of experience as a practitioner and consultant to Global 2000 companies, Mr. Buchanan has published research on topics as diverse as enterprise architecture and portfolio management, integrated logistics, electronic commerce, service-oriented architecture, corporate governance and total quality management. Mr. Buchanan joined Gartner in April 2005 with the acquisition of META Group, where he founded the Enterprise Planning and Architecture Strategies Service and advised public sector and private organizations on strategic planning, competitive intelligence, market research, benchmarking, scenario planning and competitive war gaming. He was formerly an analyst at Forrester Research.



Andy Kyte
VP & Gartner Fellow,
Gartner

Prior to joining Gartner in 1997, Mr. Kyte was with ICL Retail Systems, where he was involved in applications architecture and design for point-of-sales systems. Before ICL Retail Systems, Mr. Kyte spent several years in applications development and design for manufacturing systems. Mr. Kyte began his career by working in various roles in mechanical engineering. His involvement with information technology started in 1982 when he undertook a temporary assignment from the production engineering team to the IT department -- and never found his way back. He is passionate about applying engineering disciplines to the development and deployment of application software.

GUEST SPEAKERS

Sadie Legard
Enterprise Architect,
Cadbury Schweppes



Sadie Legard is the Enterprise Architect for Cadbury Schweppes. Ms. Legard has over ten years experience driving Business and IT transformational

agendas for a number of global organizations which has encompassed her leading the institutionalization of Enterprise Architecture to deliver tangible business value. She previously completed her post-graduate studies at UMIST.

David Pacheco
Enterprise Architect,
The Walt Disney Company



David Pacheco is an Enterprise Architect who has worked with the Walt Disney Company in various roles for 11 years, working in Los Angeles, London and for

the past two and a half years as a telecommuter in Minneapolis, MN. As a CISSP, his focus has been on the security aspects of integrating application, portfolio and asset management systems with the overall business goals. As a member of the company's Enterprise Architecture team, Mr. Pacheco has focused on delivering quick, functional 'lightweight' EA as a solid infrastructure for long-term EA.

Manfred Kroll
Director, Architecture and
Processes, Deutsche Post



Being the chief IT enterprise architect for MAIL, Mr Kroll's responsibility ranges from providing Business Process Modelling methods and platforms

to conceptual enterprise architecture. In the case of Deutsche Post MAIL, architecture means a service oriented domain architecture.

The current objective is to bring enterprise architecture and process work together with the needs and demands of the business and our projects.

After obtaining a diploma in Informatics from the University of Dortmund, Mr. Kroll's major career steps were 9 years in IBM's R&D Lab in Germany, 3 years' work for the mobile billing system provider LHS and 6 years for T-Mobile's IT in Germany. In 2002 Mr. Kroll joined the management team of Deutsche Post MAIL.

Håkon Røstad
Enterprise IT Architect,
Wilhelmsen Maritime Services



Håkon Røstad is a Naval Architect by profession, with an additional degree in business economics. As project manager for Telenor Marlinks

development of an Internet based global shipping marketplace in 1996, the transition from shipping industry to IT was made. Following a stint as a consultant, Mr. Røstad founded a company that offers Internet auctions as a web based service to e-commerce companies.

Mr. Røstad is currently Enterprise IT architect with Wilhelmsen Maritime Services AS. He is responsible for ensuring that the IT technology is in line with business requirements.

Tim Hargest
Head of IS Strategy &
Architecture, E.ON (UK)
Energy Wholesale



Tim Hargest is Head of IS Strategy & Architecture for the Energy Wholesale (generation & trading) division of E.ON (UK), formerly Powergen.

He has considerable experience of IS strategy, technology architecture, application development, infrastructure and systems integration, gained in a variety of roles which have recently included Head of Infrastructure and Head of IS Strategy for Transco. Prior to his utility experience Mr. Hargest had a varied 14-year career in the European IT sector.

Abdallah El Kadi
Chief Information Officer,
AW Rostamani Group, and
General Manager and Chief
Architect, Shift Technologies



As the Chief Information Officer of AW Rostamani Group and the General Manager and Chief Architect of Shift Technologies, Mr. Kadi

led the design and development of the Helix method, the Enterprise Architecture driven approach used for the above client. With over 15 years of professional experience, 10 of which as CIO and 3 as an executive in consulting companies, Mr. Kadi is considered as one of the few Enterprise Architecture specialists in the Middle East with the highest number of implementations in the region.

Abhijit Gupta
Chief Enterprise Architect
and SOA Program Lead,
Personal & Corporate
Banking, Deutsche Bank



Abhijit Gupta is the Chief Enterprise Architect for Personal & Corporate Banking IT & Operations (PCB IT/O) within Global Technology &

Operations Division of Deutsche Bank. He also leads the SOA Initiative for PCB IT/O. He has more than fourteen years experience in the IT and Financial Industry. Mr. Gupta has been in leading positions in different IT areas within the bank for the last 10 years. In his previous role, Mr. Gupta was the Global Head for Enterprise Workflow Solutions and Asia Pacific Head for Risk IT.

In his current role, Mr. Gupta is primarily responsible for driving technological and architectural standardization, leading implementation of the Domain Architecture and SOA Initiative across all business units supported by PCB IT/O which are Global Transaction Banking, Retail Banking and Wealth Management business.

Mr. Gupta started his career in one of the biggest IT Consulting firms, where he managed offshore delivery of software projects for major clients. He holds a Master Degree in Electronics and Telecommunications Engineering.

Simon Field
Chief Technology Officer,
Office for National Statistics



Simon Field joined the Office for National Statistics in summer 2004. His responsibilities include Enterprise and Technical Architecture, IT Strategy and

Information Assurance.

Prior to joining ONS, Mr. Field spent six years leading the e-business research team at IBM's European Research Laboratory in Zurich. He has authored numerous patents, journal articles and a book chapter on the topics of distributed matching and electronic negotiations. Mr. Field has also retained a long-standing interest in AI and machine learning, having contributed to the application of these technologies in the retail banking and insurance industries earlier in his career.

Conference Program

PRE-SUMMIT TUTORIAL

The Core Ideas of Adaptive Enterprise Architecture

Increasingly, organizations are initiating or revamping EA programs to better cope with unprecedented rates of change in an ever more complex IT environment. However, many EA initiatives fail to demonstrate sufficient business value to sustain themselves over the long run. In many cases, failure lies in not getting the basics right. Whether you are new to enterprise architecture or are looking to get a refresher, this pre-conference tutorial provides you with the key tools to overcome any challenges to the success of your EA program.

- Get an introduction to the foundations of EA
- Gain the knowledge to help you make the most of the presentations during the Summit
- Find out what you need to get started and how to position your EA project to move it forward
- Learn how to develop your own projects
- Comprehend the 'terms of art'
- Discover how to communicate best practices.

Richard Buchanan, Managing VP, Gartner

YOUR ACCESS TO THE ANALYST COMMUNITY – WORLDWIDE EXPERTISE AT YOUR FINGERTIPS

ONE-ON-ONES

Tackle your toughest challenges - registered delegates have the opportunity to book a complimentary, 30 minute, private consultation with a Gartner analyst. This is your chance to have your EA questions answered by one of Gartner's international experts.

ANALYST/USER ROUNDTABLES

You are also invited to participate in topic- or industry-focused Analyst/User Roundtables. These are 45-minute discussions on Enterprise Architecture hot topics. Moderated by a Gartner analyst and limited to eight end-users per Roundtable, these sessions offer the unique opportunity to tackle key issues with experts and peers alike.

Check europe.gartner.com/ea for the latest information.



PLENARY SESSIONS

Gartner Keynote I: EA – What Does the Future Hold?

Enterprise architecture has evolved over the past 25 years from being primarily a technology standards setting exercise, to being a top down business driven change management practice. But what does the future hold for the practice of EA? The answers may surprise you. In this session, Gartner will present its predictions for the evolution of EA over the next few years.

Richard Buchanan, Managing VP, Gartner

Gartner Keynote II: Vendor Management is a Critical Business Discipline

Over the last 35 years, most major commercial relationships in Information Technology have been dominated by suppliers, using powerful (and well rewarded) account executives. As CIOs see that they are becoming increasingly depended on a small number of strategic suppliers they seek to redress the imbalance by investment in Strategic Vendor Management initiatives. Most of these fail ignominiously – success is possible, but requires patient implementation and strong guidance.

Andy Kyte, VP & Research Fellow, Gartner

At a glance schedule

TUTORIAL

Tuesday 25 September

14.00 – 18.00 Pre-Summit Tutorial

DAY 1

Wednesday 26 September

07.30 Registration

08.45 Conference Opening & Introduction


18.00 Networking Drinks Reception

DAY 2

Thursday 27 September

08.00 Conference Starts

17.30 Conference Closes



“The summit allowed me to benchmark myself and my company against other companies and best practices. The ability to network with peers and discuss issues with Gartner analysts was a very valuable “extra” to the formal program.”

John Showers, Manager, Architecture and Standards, Corus

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we need — to
our pre- — part

Track 1 ADVANCED EA – Outlook on Emerging Trends

Driven by innovations in technology, methods, scope and tools, the practice of EA continues to advance. Demands for increased agility and flexibility have significantly impacted how organizations approach the challenge of EA, SOA, Web 2.0 and the integration of BPM. Those and what's new in EA tools, are key topics of concern. This track will provide clear, concise and actionable advice to all enterprise architects, whether they are already immersed in these challenges or are about to find them on their radar.

The New EA: Less is More

Conventional wisdom holds that enterprise architecture is a “command and control” discipline that focuses on creating technology standards to control costs and reduce risk. However, the evolution of the business environment demands a different approach – inversion of control.

- What is “middle out architecture” and why do we need this?
- How does the “inversion of control” principle reconcile top down and middle out architecture?
- What does this mean to you?

Nicholas Gall, Gartner

Closing the Gap Between EA and Model-Driven Development

Model Driven Development (MDD), and Model Driven Architecture (MDA) in particular, have generated a lot of debate in IT. Organizations adopting MDD need to understand that it's headless without EA, and Enterprise Architects need to understand how to maximize MDD/MDA based development.

- What is MDD, and where does MDA fit in?
- How are MDD/MDA and EA distinct, yet mutually beneficial?
- How to get EA and MDD/MDA to work together, and provide real value to the business?

Robert Handler, Gartner

SOA Horror Stories

Organizations growing their post-pilot SOAs face two major challenges: Scaling up the initial pilot infrastructure to meet standard service levels; And growing their SOAs with discipline by enforcing service reuse and avoiding service duplication. This presentation covers real user cases where SOAs went desperately wrong.

- What makes a SOA project degenerate?
- What are the early warning signs that an SOA project is off the rails?
- What steps should be taken to prevent a SOA project train wreck?

Nicholas Gall, Gartner

End-User Case Study: Bridging the Gap between Business and IT – The Essence of Eight Years’ SOA Experience

Deutsche Post MAIL has pursued its SOA strategy over the past eight years, addressing and resolving both the business and technology issues. The journey uncovered a close relationship between SOA and business process management, and a surprising impact on IT operations. This session describes how a large company like Deutsche Post has dealt with the challenges of introducing SOA, providing insights into the proven methods, tools and organizational structures that are required to support SOA.

Manfred Kroll, Director, Architecture and Processes, Deutsche Post

Why Should EA Care About Web 2.0

The architectural styles of SOA and Web 2.0 are diverging instead of converging. This is troubling for enterprises that expected SOA to provide a single unified approach. Until such an approach emerges, or even if it can, we must understand the fundamental differences between WS-* services (SOA) and POX or REST services (Web 2.0)?

- What differentiates SOA and Web 2.0 services?
- How to minimize the differences today?
- How will these two styles evolve tomorrow and impact EA?

Nicholas Gall, Gartner

Emerging Trends in Enterprise Architecture – The Rise of Information-Centric Infrastructure

An information-centric infrastructure provides balance to many application-focused architectures. This presentation describes the model that organizations will use to organize, sense and exchange all structured and unstructured content.

- What is an information-centric infrastructure?
- How does it facilitate integration, innovation and collaboration?
- What is the role of an information-centric infrastructure in EIM and how will it influence future enterprise architectures such as SOA?

David Newman, Gartner

End-User Case Study: From Enterprise Architecture Concepts to SOA Capabilities: a Practical Implementation Method

As SOA early adopters start reporting on their lessons learned, many professionals are recognizing the importance of establishing a framework that enables the identification, justification and prioritization of candidate services, while providing a reusable platform that promotes effectiveness and governance over SOA development lifecycle. Learn more about how to: identify the right services; decompose your business processes; approach software development; and enable effective governance while keeping your focus on business priorities and managing change effectively.

Abdallah El Kadi, General Manager & Chief Architect, Shift Technologies (member of AW Rostamani Group)

The Role of EA in Shaping BPM and SOA

Two initiatives most visible to CEOs are Business Process Management and Service-Oriented Architecture. Both are viewed as having the potential to transform the relationship between business and IT. The key to success for both BPM and SOA is to coordinate them within an EA.

- How to coordinate EA, BPM, and SOA around a common theme: Agility
- How to unify the architecture and management of business process and information
- Lessons learned from leading organizations.

Robert Handler, Gartner

EA and SOA – Service Oriented All Over

All areas of EA are enabled using a service-oriented approach. This session will describe a full EA framework view of services, from business process services (shared function), information services (shared information), technical services (shared infrastructure), and finally solutions including applications and application services (shared systems).

- How can you define services in all framework areas?
- How do you define principles, interfaces and key attributes for all service models?
- How to practice a portfolio management approach to services?

Bruce Robertson, Gartner

Conference Program

Track 2 PRACTICAL EA – Building the Nucleus

Leveraging established best practices enables architects to accelerate the delivery process, and avoid the EA complexity crisis. The challenge of producing core EA models, principles, requirements and roadmaps, is addressed by providing methods and norms that will demystify EA development. This track focuses on practical delivery approaches that enable EA teams to demonstrate business value in a pragmatic fashion.

Building the Common Requirements Vision

The Common Requirements Vision (CRV) provides the business context of the enterprise architecture. Gartner has developed a structured process for examining the business strategy and environmental factors that drive EA change. This becomes the vehicle for articulating a set of change requirements that the entire enterprise can agree to.

- What are the steps for creating a CRV?
- What should the outputs of the CRV look like?
- How to get EA stakeholders engaged in CRV development?

Philip Allega, Gartner

End-User Case Study: Taking the LEAP – Implementing your Lightweight Enterprise Architecture Program

Enterprise Architecture is a huge topic to get your mind around. With all of the new terminology and processes it's sometimes hard to answer the question: "Where do I start?" Find out how The Walt Disney Company has used its Enterprise Architecture Repository Tool to manage the data and processes around building its EA capabilities. The focus will be on identifying short-term goals that deliver value quickly, while still pursuing the long-term goals of EA.

Dave Pacheco, Enterprise Architect, The Walt Disney Company

Taming Info-Glut: Techniques To Maximize the Value of Information Assets

As data volumes increase, so does info-glut – a growing problem adding unnecessary risk, costs and complexity. This session describes the information architecture and information management techniques necessary for planning, architecting and managing information as an enterprise asset.

- What is info-glut and what risks does it pose to the organization?
- What steps solve info-glut?
- How do you maximize the value of information assets?

David Newman, Gartner

Chief Architect's Guide to Strategic Planning and Tools

Enterprise architecture is strategic planning. High performing teams leverage and reinforce their organization's mainstream strategic planning and control mechanisms such as Six Sigma, Balanced Score Card, TQM, and MBO. What are the specific and actionable interfaces between EA and these tools, techniques and control mechanisms?

- What is the basic taxonomy of strategic planning tools and techniques?
- How does this taxonomy fit into the EA process?
- What artifacts should EA teams develop to integrate these approaches?

Richard Buchanan, Gartner

Best Practices for Developing Leaders in the EA Discipline

Is it true (as some seem to believe) that there is a genetic "marker" for EA leadership, without which all is lost? What can we learn from mature organizations about growing our own leaders instead of chasing the rare native genius?

- What makes a great enterprise architect leader?
- How do you teach leadership?
- Great leaders need great followers. What makes a great EA team?
- What are some practical tools for team leadership?

Richard Buchanan, Gartner

End-User Case Study: Dealing with the Peace Dividend – Next Steps in IS Strategy

The battle of Waterloo has been won, the wounded are in hospital, Napoleon's exiled to St. Helena. But now where? Does leadership in battle translate to leadership in times of relative peace? Having averted a crisis, you're the peoples' hero and have the mandate (and budget!) for action, but where to focus next?

Tim Hargest, Head of IS Strategy & Architecture, E.ON (UK) Energy Wholesale

Beginners Guide to Business Architecture

Over the past decade, more and more EA teams have included business architecture within the scope of deliverables. Business architecture takes on even more importance when defining 'services' in an SOA model. This presentation will discuss basic business architecture concepts, deliverables and linkages to other EA models.

- What are the essential components of a business architecture?
- What are the relationships between business processes, functions and solutions?
- What is the intersection between Business Architecture and Business Process Management?

Philip Allega, Gartner

Solution Architecture: Planning, Delivering and Managing Services

With all of IT talking about services, many different approaches are being taken to defining service portfolios. This session will compare and contrast different IT constituencies' views of services, and develop a high level dependency model between them.

- What are the common IT Views of Services: Operations, Application Development and Infrastructure Engineering?
- What are the common non-IT views of services: Business, Information?
- What are the dependencies between views of services?

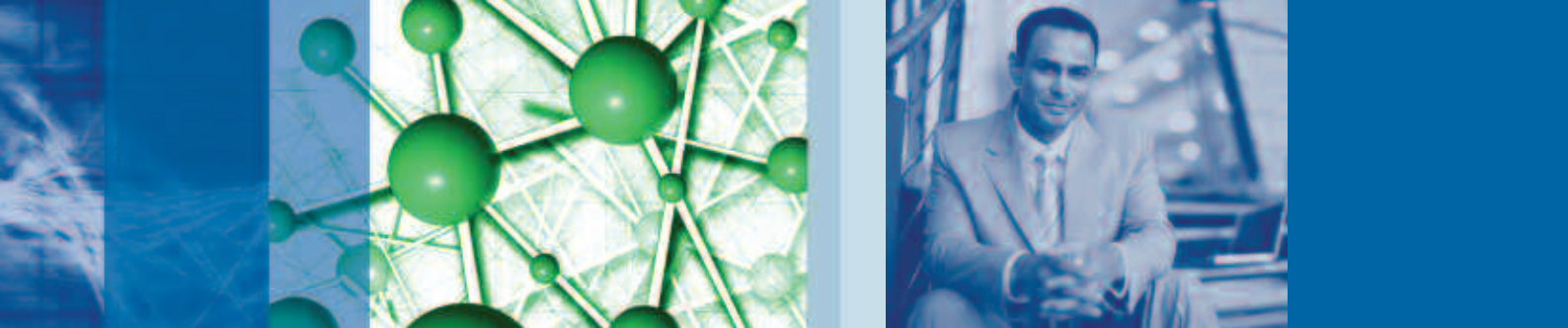
Bruce Robertson, Gartner

End-User Case Study: IT strategy: Aligning IT with Business

Wilhelmsen Maritime Services AS is the leading global supplier of maritime services, operating in 70 countries with 4500 employees. The company merged with another large organization two years ago. The merger challenge was to realize IT synergies by forging a global IT team with common ambitions, and by consolidating infrastructure across the organization while becoming more proactive and business driven.

- Building a global IT team
- Becoming business driven
- Aligning and including IT strategy in business strategy

Håkon Røstad, Enterprise IT Architect, Wilhelmsen Maritime Services



TRACK 3 POSITIONING EA – Managing the Perimeter

Enterprise architecture can become disconnected from the day-to-day challenges of running and changing the business. The key to successfully overcoming this is to appropriately staff the EA team, define workable governance structures, and communicate EA value. These might seem peripheral to producing the EA, but are in fact critical to EA success. This track will provide practical guidance on how to effectively engage in these activities, which are an integral part of the organization's planning and change process.

End-User Case Study: Institutionalizing Enterprise Architecture

Cadbury Schweppes is aggressively driving the global transformation of the IT function grounded on three key principles: agile, operational efficient and progressive. The institutionalization of a global EA practice enables the EA team to deliver value to the entire organization at the Enterprise, Portfolio and Project Levels. This presentation describes the journey and lessons learnt, highlighting how the EA team is engaged with the Global Change Portfolio. An Enterprise Reference Model helps identify architectural synergies and maximize reuse while minimizing the time and cost of delivery.

Sadie Legard, Enterprise Architect, Cadbury Schweppes

Building and Managing a Successful EA Team

Enterprise architects are a rare breed. Most EA teams are chronically understaffed. Finding and retaining the right talent for the EA team is one of the most difficult challenges a Chief Architect faces. On top of that, the team must be positioned correctly in the organization to be effective.

- Where can you find/develop enterprise architects?
- How to position the EA core team and virtual team?
- How many people should be working on EA?

Brian Burke, Gartner

EA Lyceum: Gartner's Best Practices Council

We've invited some of Europe's most experienced chief architects from Gartner's Best Practices Council to answer your questions about EA. Come prepared to put your issues to these experts and engage in a 'town meeting' style discussion. Leverage the collective experiences of these practitioners in this interactive expert panel session.

Facilitator: Philip Allega, Gartner

Bringing Technology Trends to the Board Room

Most IT organizations track emerging technologies, yet many fail to connect these technology trends to the enterprise's strategic goals. Futures research as a discipline has evolved a number of processes and techniques for leverageable and "action driven" analysis with possible course of action.

- What business problems can a futures research approach address?
- How does Scenario Planning and DELPHI play in futures research?
- How can IT successfully communicate the business impact of technology change?

Philip Allega, Gartner

End-User Case Study: Making EA Stick: The Architecture Review Process

The Office for National Statistics (ONS) is undergoing substantial transformation, with many projects developing new business processes, application systems and infrastructure. To ensure projects align with the ONS Enterprise Architecture, the ONS EA team have developed an architecture review method. This presentation describes the adaptation of Carnegie Mellon's Architecture Tradeoff Analysis Method (ATAM) to incorporate the ONS architecture principles and corporate risk management framework. A case study from a recent ONS project will demonstrate the practical application of the method.

Simon Field, Chief Technology Officer, Office for National Statistics

Communicating your EA Strategy

Communication is a critical issue for most EA teams, and one that is neglected surprisingly often. Gartner estimates that up to 30% of an EA team's effort should be spent on communication. Formal communication planning is a requisite skill for enterprise architects.

- How to identify EA stakeholders and understand their pain?
- What are the "do's and don'ts" of effective communications?
- What are the key steps in creating a communications plan?

Brian Burke, Gartner

EA Governance: Mind the Authority Gap

The EA team is positioned to govern the evolution of the architecture across the organization, but often lacks the structures and authority to be successful. A complicating factor is that support is required from many decision makers across the organization who may not be interested in EA – until it is their pet project that is under scrutiny.

- Why strong governance is essential to EA success?
- What EA processes must be governed?
- Who decides, and how?

Brian Burke, Gartner

End-User Case Study: BPM Driven SOA Brings Greater Customer Benefits

For IT to continue to be partners in performance to the bank's business, Deutsche Bank needs to focus on consistency and flexibility to support speed to market, industrialization and new market expansion. This presentation will discuss the business drivers for SOA; how this initiative is being implemented; and the goals into the future. It will focus on the key role IT Architecture plays and the Governance Model which has been implemented to bring IT closer to business needs.

Abhijit Gupta, Chief Enterprise Architect and SOA Program Lead, Personal & Corporate Banking IT/Operations, Deutsche Bank

Security Architecture Best Practices

Remote access and dynamic business models make the virtual perimeter hard to define. Security architectures are rapidly maturing in parallel with enterprise architecture. This session describes the future of security architecture.

- What are good information security architecture best practices?
- What are the best techniques for assessing the maturity of ISA practices in your organization?
- What are the main obstacles to closer integration of the ISA into the EA, and practical strategies for overcoming these obstacles?

Tom Scholtz, Gartner

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Barry Murphy, Enterprise Architect,
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